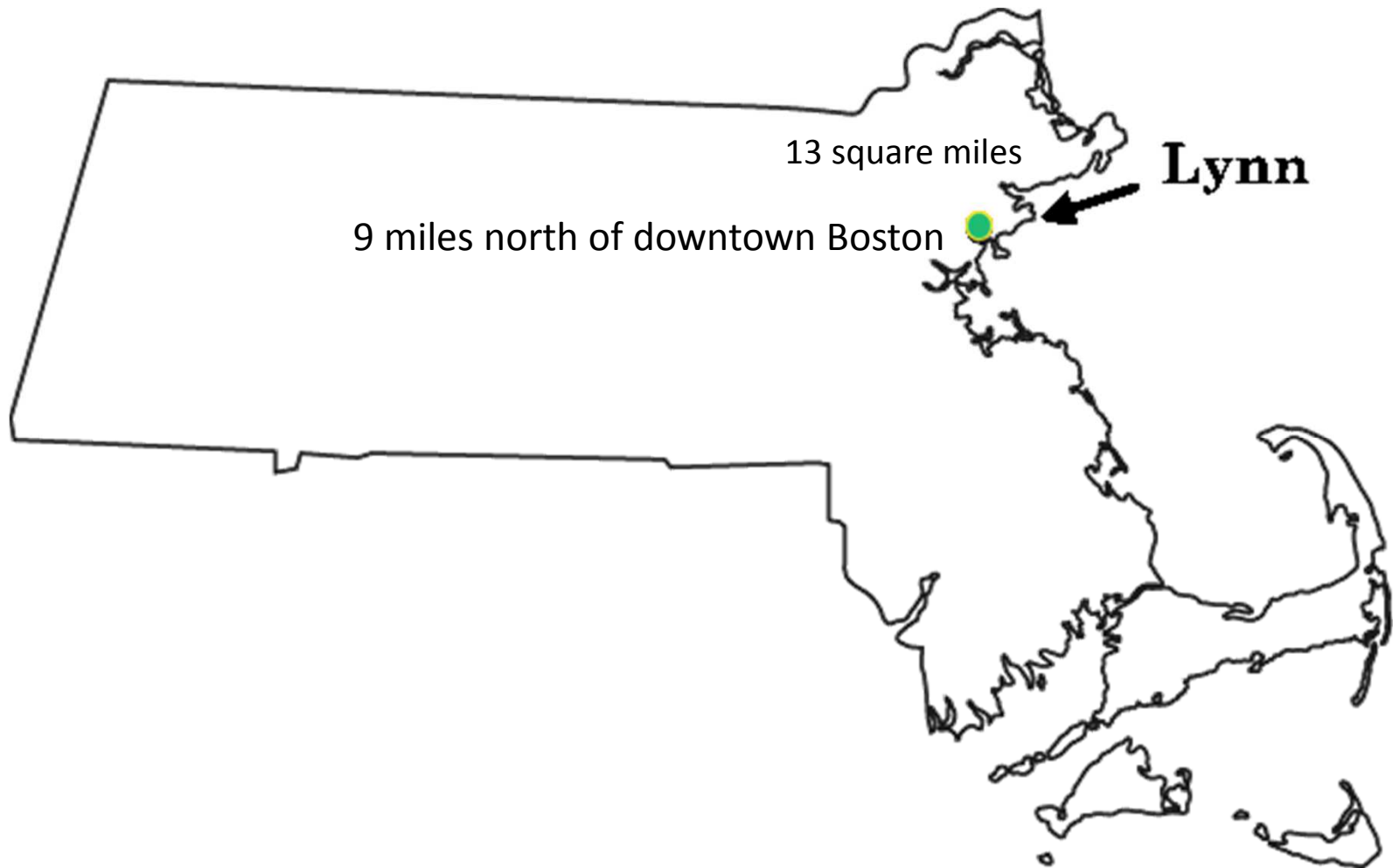


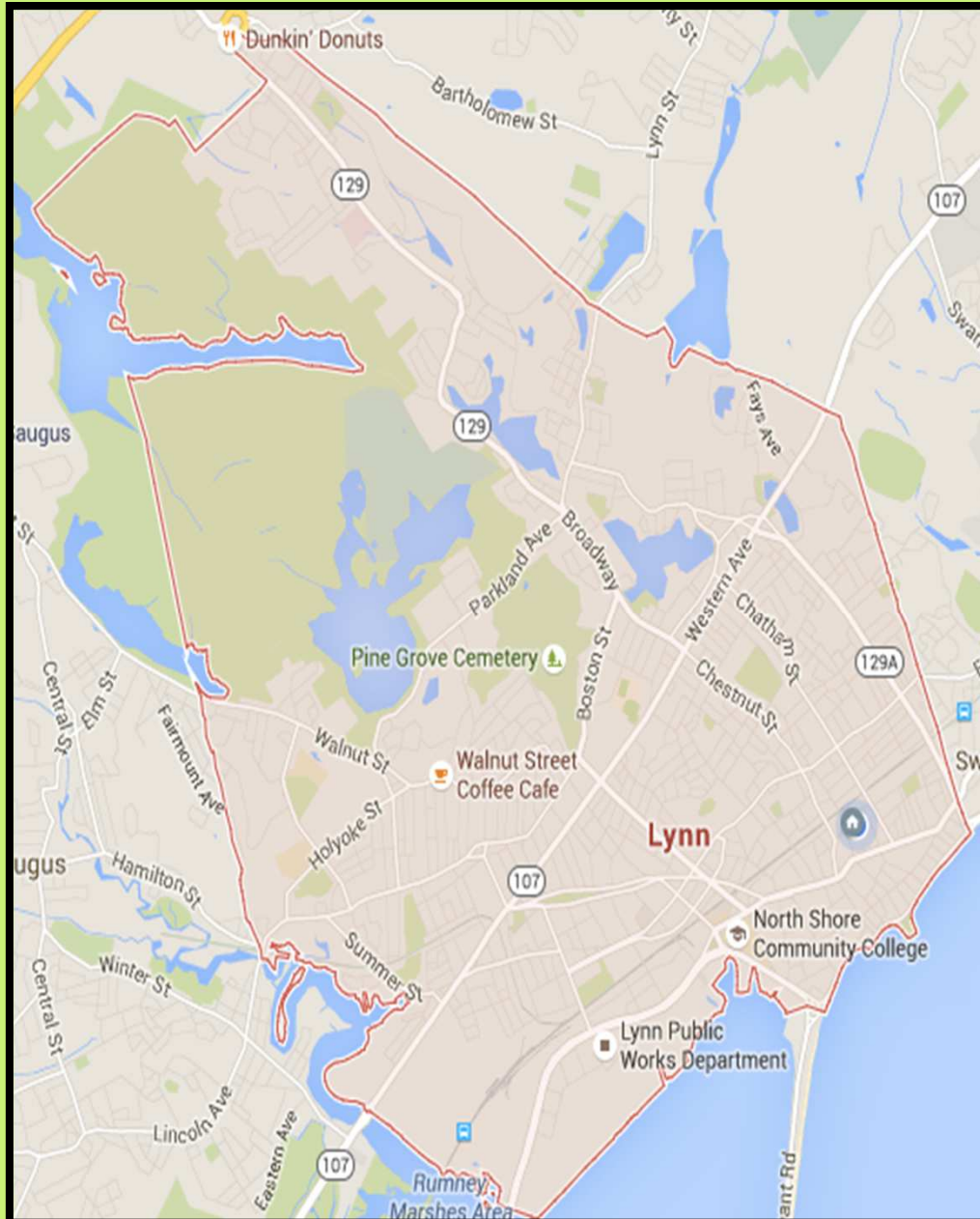
Lynn's Recycling IQ

Julia Greene
Lynn D.P.W.

April 20, 2018

Lynn is the 9th largest city in Massachusetts with a population of 91,000 people
It is the largest city in Essex County





Lynn is Diverse

- White alone 42.6%
- **74.6%**
- Hispanic 35.2
- Black alone 12.1
- Asian alone 6.9
- Two or more races 2.0
- Other race alone 1.0
- Native Hawaiian & other 0.2

Lynn is Young

25% of residents are under 18 years
21%

Lynn is a city of Immigrants

31% of residents are foreign born
15.8%

Lynn is a city of Renters

55% of residents rent **38%**

Source: <http://www.city-data.com>

* Massachusetts

WHY THE RECYCLING IQ?



Overflowing

**No wood in the
recycling cart**

**Recyclables
in the Trash**

**Never put
recyclables
in bags.**

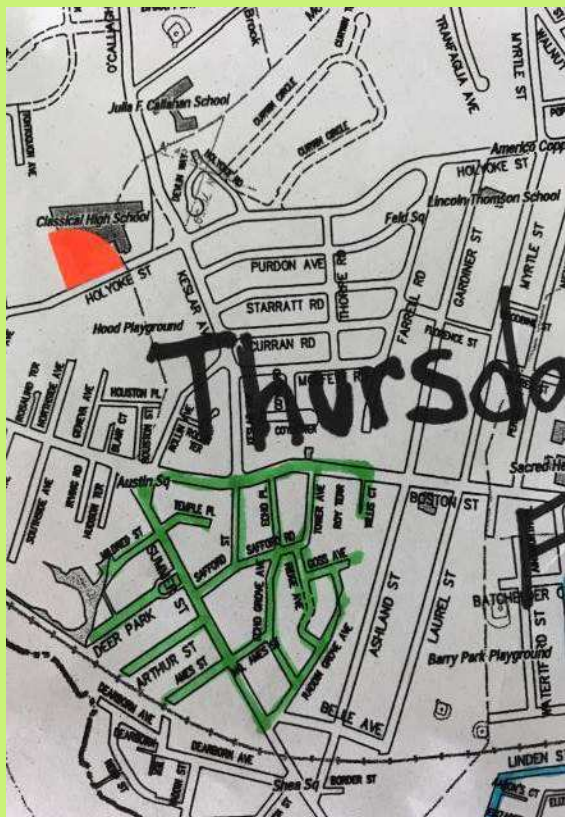
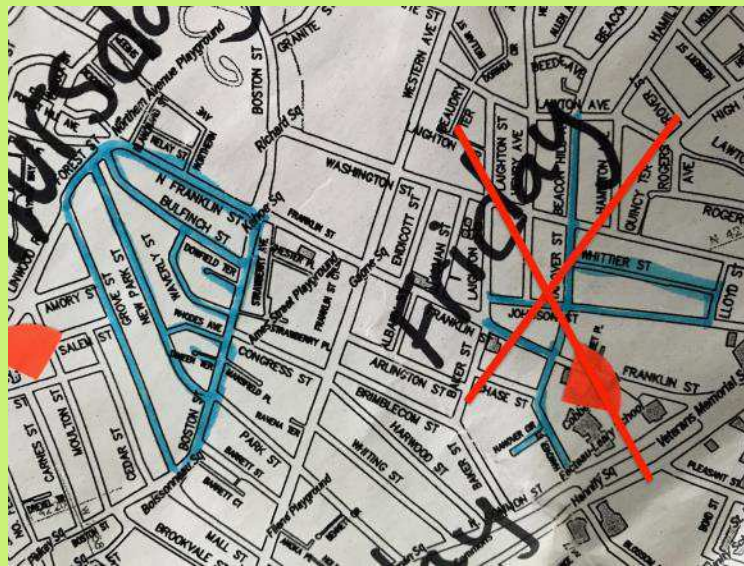
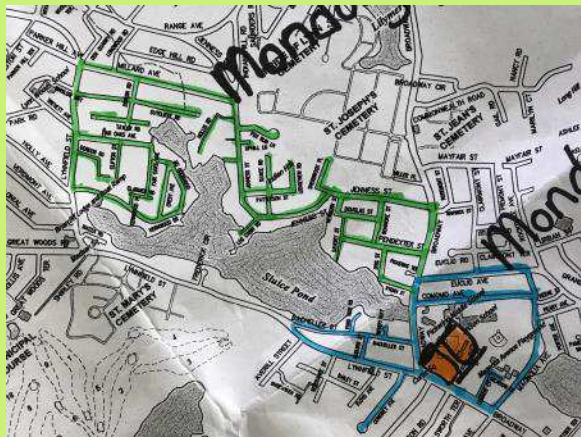
Trash on ground

WHERE TO START?

- 27,000 households received curbside pickup
- 20 separate Recycling Routes over 10 Days

We Chose:

- **The most contaminated areas**
- **Inspect all 10 days**
- **500 households per day**
- **5,200 total households (20%)**
- **Visible**



Lynn Recycling IQ Budget

MassDEP Grant = \$15,000

City of Lynn = \$25,000 (RDP Points used)

Total Cost = \$40,000

City of Lynn Recycling IQ Grant Budget / Allocations			
Communication Tools	Unit Cost	# Units	Total Cost
Printing of General Info Card & No Bag Card	\$ 0.0727	39,200	\$ 2,848.00
General Info Card & No Bag Mail Prep	\$24.85 / M	38,900	\$ 966.67
General Info Card postage (EDDM)	\$ 0.1777	33,700	\$ 5,257.20
Oops! Tags	\$ 0.1650	3,700	\$ 610.50
Thank You Tags	\$ 0.1650	3,700	\$ 610.50
Biggest Issue - standard mail	\$ 0.28	5,200	\$ 1,456.00
Letter to property owners- ltr,env, postage	\$ 0.55	3,000	\$ 1,650.00
Clear Channel Billboards	\$ 1,550.00	4	\$ 6,200.00
A-Frame Wooden Signs	\$ 250.00	4	\$ 1,000.00
A-Frame metal sign	\$ 45.00	8	\$ 360.00
Banner 72 x 30", sewn edges and extra	\$ 100.00	5	\$ 500.00
Banner 50 x 52"	\$ 100.00	5	\$ 500.00
Store signs in English & Spanish	\$ 2.00	40	\$ 80.00
Lynn Item newspaper	\$ 1,200.00	1	\$ 1,200.00
Facebook ads	\$ 50.00	20	\$ 1,000.00
Total - Communication Tools			\$ 24,238.86
Staffing	Hourly Rate	# Hours	Total Cost
Extra time for driver to help tag after noticing contamination (1 minute per stop)		3	
Recycling Coordinator (Existing)		495	
Summer Supervisor	16	380	\$ 6,080.00
Summer Youth Hires (3)	11	840	\$ 9,240.00
Total - Staffing			\$ 15,320.00
Total Estimated Costs			\$ 39,558.86

Data & Technology

Data

- Trash & Recycling Carts master database (Excel)
- City Assessor's Property Owner database
- Waste Management Audits

Technology

- Spreadsheets (Excel)
- Google Docs on Google Drive
- Google Maps
- Cell phones for email, texts & pics
- Facebook
- Paper lists
- clipboards

The Lynn Recycling IQ Program

Curbside Feedback

18 weeks of cart checking and feedback using Oops Tags
(no fines in curbside feedback area)

Messaging (English & Spanish)

- Annual Info Card Mailed to all Lynn Residents (40,000)
- Top Issue Card (No Bags) mailed to targeted Households (5,000)
- Billboards (No Bags) in top ClearChannel sites (4)
- Banners (No Bags) in targeted area neighborhoods (10)
- Store signs in English & Spanish in supermarkets and shops (40)
- Sandwich Boards (8)
- Facebook boosted posts on Recycling IQ for 20 weeks
- Newspaper Ads in Local newspaper for a week (online too)
- Newspaper articles on the Recycling IQ Program
- Community Television Segments

Annual Info Card Mailer



RECYCLE / RECICLE

THANK YOU FOR RECYCLING THESE:

lynnma.gov/recycle



Cans

Latas de metal



Aluminum and Steel Cans

empty and rinse



Cartons

Cartones



Food and Beverage Cartons

empty and replace cap



Glass

El vidrio



Bottles and Jars

empty and rinse



Paper

Papel



Mixed Paper, Newspaper, Magazines, and Flattened Cardboard



Plastic

Plásticos



Kitchen, Laundry, Bath: Bottles and Containers

empty and replace cap

NO!



Do Not Bag Recyclables
No Garbage

No coloque en
bolsas los reciclables
ni tire basura



No Plastic Bags
(return to retail)

No tire bolsas de
plástico (devuélvalas
a la tienda)



No Food or Liquid
(empty all containers)

No tire comida
ni líquidos



No Clothing or Linens
(use donation programs)

No tire ropa ni sábanas
(Por favor done
a la caridad)



No Tangles
(no hoses, wires,
chains, or electronics)

No tire objetos que
se puedan enredar

781-268-8000

Lynn Department of Public Works

This project is funded in part by a grant from the Massachusetts Department of Environmental Protection. Min. 30% recycled paper.

No Bags Mailer



Billboards



No Bags Banners



Store Signs

**DON'T
BAG** 
Recyclables

**NO COLOQUE EN BOLSAS
LOS RECICLABLES**



**NO PLASTIC BAGS
IN RECYCLING**

Thank you for recycling.  This sign funded by MassDEP

Lynn Department of Public Works **781-268-8000** lynnma.gov/recycle

NO COLOQUE 
EN BOLSAS
LOS RECICLABLES
DON'T BAG RECYCLABLES



**NO PLASTIC BAGS
IN RECYCLING**

Thank you for recycling.  This sign funded by MassDEP

Lynn Department of Public Works **781-268-8000** lynnma.gov/recycle

Facebook Posts



RecyclingWorks in Lynn is in **Lynn, Massachusetts.**

Published by Julia Greene [?] · May 23 · 🌐

PLEASE SHARE. Starting in June we will be checking RECYCLING CARTS at the curb for contaminants. The #1 Contaminant in Lynn is PLASTIC BAGS. Make sure there are no plastic bags in your recycling cart. Click here to Learn more.



No Plastic Bags in the Recycling Cart. Never. Ever. Don't Do It.

In Lynn this summer we'll be rolling out a new program called the Recycling IQ Kit, thanks in part to a grant from the Massachusetts De...

TRASHTALKINLYNN.BLOGSPOT.COM

[Learn More](#)

15077 people reached

[View Promotion](#)

[Comment](#) [Share](#)

RecyclingWorks in Lynn
Published by Julia Greene [?] · June 19 · 🌐

It was a Green Monday recycling pickup today. During our practice run on June 5 we would have rejected 84 carts for contamination in the area we inspected. After inspecting 364 carts this morning, we rejected just 37. A big improvement, 56% fewer contaminated carts. THANK YOU AND KEEP RECYCLING!



2980 people reached

RecyclingWorks in Lynn
Published by Alisha Ruby Cefalo [?] · June 30 · 🌐

"Great Recycler Selfie" on the street! All smiles today! A big thanks to the residents in the Cottage St - Spencer St neighborhoods. We saw a dramatic reduction in bad carts today! I'm so grateful, and I promise Mama Earth is too! #GainYourIndependence from the consumer cycle and pest problems- recycle like a boss like these gentlemen! 🙌🏻🙌🏻🙌🏻



RecyclingWorks in Lynn
Published by Julia Greene [?] · June 5 · 🌐

PLEASE SHARE! This morning the Recycling Team was out in the MONDAY GREEN RECYCLING neighborhoods practicing for our program PICKUP if we find too much contamination. Today we found about 10% of the carts in the area had too much contamination, that's 49 carts. The #1 contaminant was plastic bags. We were just practicing today. Make sure you are recycling right. To learn why plastic bags are our #1 problem, go to <http://trashtalkinlynn.blogspot.com/.../no-plastics-bags-in-r...>



1 people reached

RecyclingWorks in Lynn shared **Juan Gonzalez's** post.
Published by Julia Greene [?] · June 19 · 🌐

Thank you Juan.



Juan Gonzalez added 3 new photos — with Dulce A Gonzalez and 4 others.
June 19 · Lynn · 🌐
LYNN: Se conoce como una Ciudad pionera, rica en vida silvestre, uno de los

Newspaper Coverage

THURSDAY, JUNE 15, 2017 A3

The Daily Item
LYNN

Lynn to launch program to raise recycling IQ

The Lynn DPW is launching the Recycling IQ Kit program Monday that will run through the end of September. The goal of the program is to raise the "Recycling IQ" of residents participating in the curbside trash and recycling program.

The Recycling IQ Kit program is funded through a grant from the Massachusetts Department of Environmental Protection (MassDEP), which also provides technical assistance. Lynn, along with six other communities, received funding and technical assistance to run the program, which was piloted last year in Lowell and West Springfield with good results.

The Recycling IQ Kit combines an aggressive campaign of education and direct feedback curbside. Included in the education efforts are a direct mail piece to all residents, newspaper ads, social media ads, as well as messaging on billboards, banners, store signs and sandwich boards that will be placed

around the city. Using grant funds, a team of summer workers will be hired from June through the end of September to implement the curbside feedback program that will target more than 5,000 households on every recycling collection route in the city.

Julia Greene, Lynn's recycling coordinator, said workers will be lifting the lids of more than 5,000 recycling carts daily on both green and blue recycling weeks as part of the program.

"If we find a large amount of plastic bags, trash or other things that don't belong in the recycling cart, we will be tagging those carts with an 'Oops' tag, which will signal to Waste Management to not pick up the carts," Greene said.

Residents whose carts get tagged will need to dispose of the ineligible material and put the carts out on the next recycling pick-up day.

"We will be checking those same carts eight times over a 16-week period,

allowing enough time for the behavior modification of recycling right to take effect," Green said, adding that in Lowell and West Springfield, the total contamination dropped by 30 percent on the targeted routes.

"Contamination" is a word used to describe items not belonging in the recycling cart. Plastic bags are the biggest problem, causing a halt in operations at recycling processing plants. Other ineligible items include food waste, Styrofoam and construction debris. These items can contaminate an entire load, resulting in needing to trash the load, as well as endangering workers on the processing line. These problems can result in higher processing costs for the city and an increase in solid waste tonnage.

Mayor Judith Flanagan Kennedy said the Waste Management automated trash and recycling program has saved the city thousands of dollars since it was implemented in December 2014.

Before the program was implemented, Lynn had virtually unlimited trash pickup, which gave no incentive for residents to recycle, resulting in one of the lowest recycling rates in the state at just under eight percent. The first year of the program saw the recycling rate increase to 21 percent, and a 25-percent decrease in solid waste. The data for 2016 show continued improvement, although the numbers are not as dramatic.

Although the tonnage for recycling is up, and the recycling rate increased to 22 percent, there is a good amount of contamination, especially with plastic bags. Residents are encouraged to bring clean plastic bags back to grocery stores.

The challenge in the coming year is to get more households to recycle, and to recycle correctly.

"If we can do that," said Kennedy, "our solid waste numbers will go down, recycling will go up, and we will continue to save money."

MSO NEWS SPORTS

24-7 Radio Radio Live Channel A Radio Live Channel B
North Shore Today Trending Now - Josh Arnold Advertise Contact Us Winter
Greg Verga's "Unfinished Music" MSO Video

Search Results for: Recycling

Lynn Looking to Improve "Recycling IQ" - Program Data Shows Improvement - Recycling Coordinator Julia Greene Interviewed - Radio - Video - Photos

Posted on July 12, 2017 by Bill Newell |

LYNN - (Radio - Video - Photos) The city of Lynn DPW launched a program called "Recycling IQ" last month that will run for 16 weeks, ending in early October. Julia Greene, the city's recycling coordinator, shared Daily Item's post.

Published by Julia Greene [7] - August 4 - 4

Our collaboration with Juan Gonzalez and the Global Embassy of Activists for Peace in today's Daily Item/Itemlive

Daily Item
August 4 - 4

The first year of the awareness program saw Lynn's recycling rate increase from 8 percent to 21 percent.

EN BOLSAS LOS RECICLABLES
NO TIRE BOLSAS DE PLASTICO

DON'T BAG
Recyclables

Reduce, reuse, reject, and re-educate - Itemlive

Teaching others about the importance of recycling and how it can be done doesn't need to take place in a classroom or formal setting. In fact, volunteers have a better solution: taking education to...

ITEMLIVE.COM

581 people reached

Like Comment Share

Boost Post

Write a comment...

Lynn Community Television



Staffing – the curbside feedback program



The Oops Tag



OOPS!

Please leave these items out of your recycling cart!
¡Ups! ¡Por favor, no tire estas cosas en el bote de reciclaje!

 Do Not Bag Recyclables No Garbage <i>No coloque en bolsas los reciclables ni tire basura</i>	 No Plastic Bags (return to retail) <i>No tire bolsas de plástico (devuélvalas a la tienda)</i>
 No Food or Liquid (empty all containers) <i>No tire comida ni líquidos</i>	 No Clothing or Linens (use donation programs) <i>No tire ropa ni sábanas</i>
 No Tangles (no hoses, wires, chains, or electronics) <i>No tire objetos que se puedan enredar</i>	 No Big Items (wood, plastic, furniture, or metal) <i>No tire objetos grandes</i>

**CORRECT THIS AND WE WILL COLLECT NEXT TIME.
 HAGA ESTO Y LO RECOGEREMOS LA PRÓXIMA VEZ.**

lynnma.gov/recycle

**Questions about your curbside recycling service?
 CALL 781-268-8000**

**THANK YOU FOR RECYCLING
 GRACIAS POR RECICLAR**

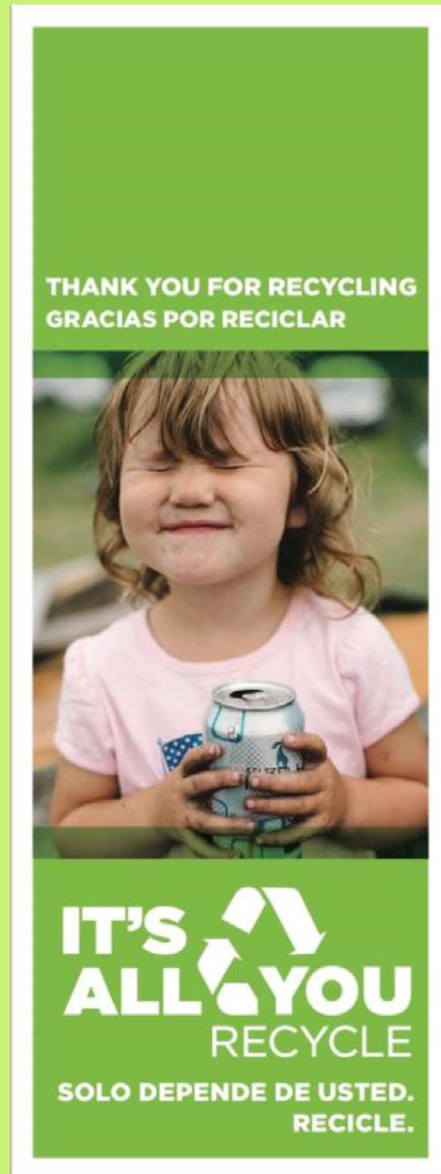
**RECYCLE MORE OF THESE
 RECICLE MÁS DE LO SIGUIENTE**

CANS Latas de metal Aluminum and Steel Cans  empty and rinse	CARTONS Cartones Food and Beverage  empty and replace cap	GLASS El vidrio Bottles and Jars  empty and rinse
PAPER Papel Mail, Boxes, and Cardboard   flatten		
PLASTICS Plásticos Kitchen, Laundry, Bath: Bottles and Containers    empty and replace cap		

lynnma.gov/recycle

This project is funded in part by a grant from the Massachusetts Department of Environmental Protection. Min. 30% recycled paper.

The Thank You Tag - not used



Oops Worthy Carts

Generally three or more items considered to be contaminants.

B = Bagged recyclables or plastic bags & film in carts

Y = Yuck, food or liquids or dirt

C = Clothing or textiles

T = Tanglers. Hoses, chains, electrical cords

O = Wood, large objects of plastics, furniture, metal

S = styrofoam, foam

U = Unidentified apartment or unit number

Oops Worthy Carts in pictures



Data Collection and Analysis – 2 forms used

1. The setout sheet

TUESDAY BLUE SET OUT	TOTAL HH	27-Jun	11-Jul	25-Jul	8-Aug	22-Aug	5-Sep	19-Sep	3-Oct
Caldwell Crescent	11	10	9	9	8	1	8	8	8
Chatham St	29	16	12	10	9	11	11	13	14
Clifton Ave	25	6	14	7	9	7	10	6	8
Collins St	25	20	15	17	18	19	16	16	14
Concord St	9	11	12	8	10	9	8	8	7
Elmore St	15	8	7	4	11	10	8	10	6
Fiske Ave	37	18	19	13	15	15	17	15	22
Fiske Lane	5	3	4	2	2	3	2	3	2
Hammond St	8	9	8	5	6	5	7	7	7
Ingalls St	56	25	23	19	21	17	21	25	24
Jackson St	34	25	24	19	23	22	20	22	20
Lambert Ave	27	23	21	20	22	21	21	20	23
Lambert Terr	2	3	3	3	3	3	3	1	3
Marianna St	98	35	45	26	44	34	39	39	38
McKinley Terr	12	14	15	9	11	11	15	13	10
Rust St	5	7	8	7	6	6	6	7	5
Walter St	12	14	13	15	15	14	16	19	13
Wayne Ave	4	5	2	2	4	1	0	4	2
Webster St	13	8	8	9	10	8	6	8	9
Wells Pl	12	9	6	8	8	10	6	6	7
TOTAL CARTS SET OUT	439	269	268	212	255	227	240	250	242

Set out sheet marked up

hoped 114

1111 1111

TUESDAY GREEN SET OUT	TOTAL HH	19-Jun	3-Jul	18-Jul	1-Aug	15-Aug	29-Aug	12-Sep	26-Sep
Carlton 1			1	0	X				
Chatham St 41		31	24	35	27				
Chestnut St 64		47	42	50	49				
Collins St 54		34	23	28	4+31=35				
Collins St Ct 5		5	5	5	6				
Collins St Ter 18		7	6	10	13				
Daniel Pl 8		5	4	5	5				
Essex St 10		14	5	5	5				
Fayette St 52		37	38	41	42				
Fayette Court 7		7	4	8	7				
Jewetts Ct 8		7	7	7	6				
Logan St 10		10	8	10	12				
Marianna St 35		24	25	22	15				
Orange Ct 3		3	2	3	3				
Silver Lake Pl 6		4	7	9	8				
Sisson Ter 10		5	6	5	7				
Ashton Squ 3		3	3	3	3				
Hollingsworth St 71		37	36	30	38				
Cook St 33		24	27	25	13				
Wilson St 20		17	15	11	16				
Grant St 55		28	18	33	32				
Rock Ave 56		29	17	35	28				
Allen Ave 29		21	22	28	27				
Lookout Ter 8		8	5	8	8				
Beacon Hill Ave 34		34	18	41	9+26=35				
Hamilton Ave 54		48	29	32	44				
Bay View Ave 38		18	20	24	17				
Total		537	416	513					

43 BN/B on BH

17/45 Rock = 3x SB on BH

17/169 BH = 2x SB (BSY)

187/111 CBY ~ 193 B/Y

34/4/ Rock B/Y X3

75 L.A. = B/Y

13" SB

219 ESS. BS

515/810 127 Fay St. on Fay Ct.

55 Rock @ Allen 6x B/Y

66/68 @ B/Y

74 @ B/Y

Remove Lookout Ter 127 Lookout

2. The Walklist

WEDNESDAY GREEN Area WALKLIST Aug 2, 2017

			21-Jun	6-Jul	19-Jul	2-Aug
Unit 1	3	AMITY ST				
Unit 2	3	AMITY ST				
Unit 3	3	AMITY ST				
Unit 1	8	AMITY ST		Y		
Unit 2	8	AMITY ST				
Unit 3	8	AMITY ST				
Unit 1	13	AMITY ST				
Unit 2	13	AMITY ST				
Unit 3	13	AMITY ST				
Unit 4	13	AMITY ST				
Unit 5	13	AMITY ST				
Unit 6	13	AMITY ST				
Unit 1	14	AMITY ST		B		
Unit 2	14	AMITY ST		B		
		TY ST		B		
		TY ST		B, Y		

	47	AMITY ST		B	B, Y, U	
	51	AMITY ST			B, U	
Unit 1	5	CHANCERY CT				
Unit 2	5	CHANCERY CT				
	6	CHANCERY CT				
	11	CHANCERY CT				
	292	ESSEX ST	B, Y, O, U			
	294	ESSEX ST	B, Y, T, O, U			
	304	ESSEX ST				
	306	ESSEX ST				
	308	ESSEX ST				
	312	ESSEX ST			B, T, S, O	
Unit 1	316	ESSEX ST		B, S, U		
Unit 2	316	ESSEX ST				
Unit 3	316	ESSEX ST				
Unit 4	316	ESSEX ST				
Unit 5	316	ESSEX ST				

WEDNESDAY GREEN Area WALKLIST Aug 2, 2017

Unit	Address	21-Jun	6-Jul	19-Jul	2-Aug
Unit 1	3 AMITY ST				
Unit 2	3 AMITY ST				
Unit 3	3 AMITY ST				
Unit 4	3 AMITY ST				
Unit 5	3 AMITY ST				
Unit 6	3 AMITY ST				
Unit 7	3 AMITY ST				
Unit 8	3 AMITY ST				
Unit 9	3 AMITY ST				
Unit 10	3 AMITY ST				
Unit 11	3 AMITY ST				
Unit 12	3 AMITY ST				
Unit 13	3 AMITY ST				
Unit 14	3 AMITY ST				
Unit 15	3 AMITY ST				
Unit 16	3 AMITY ST				
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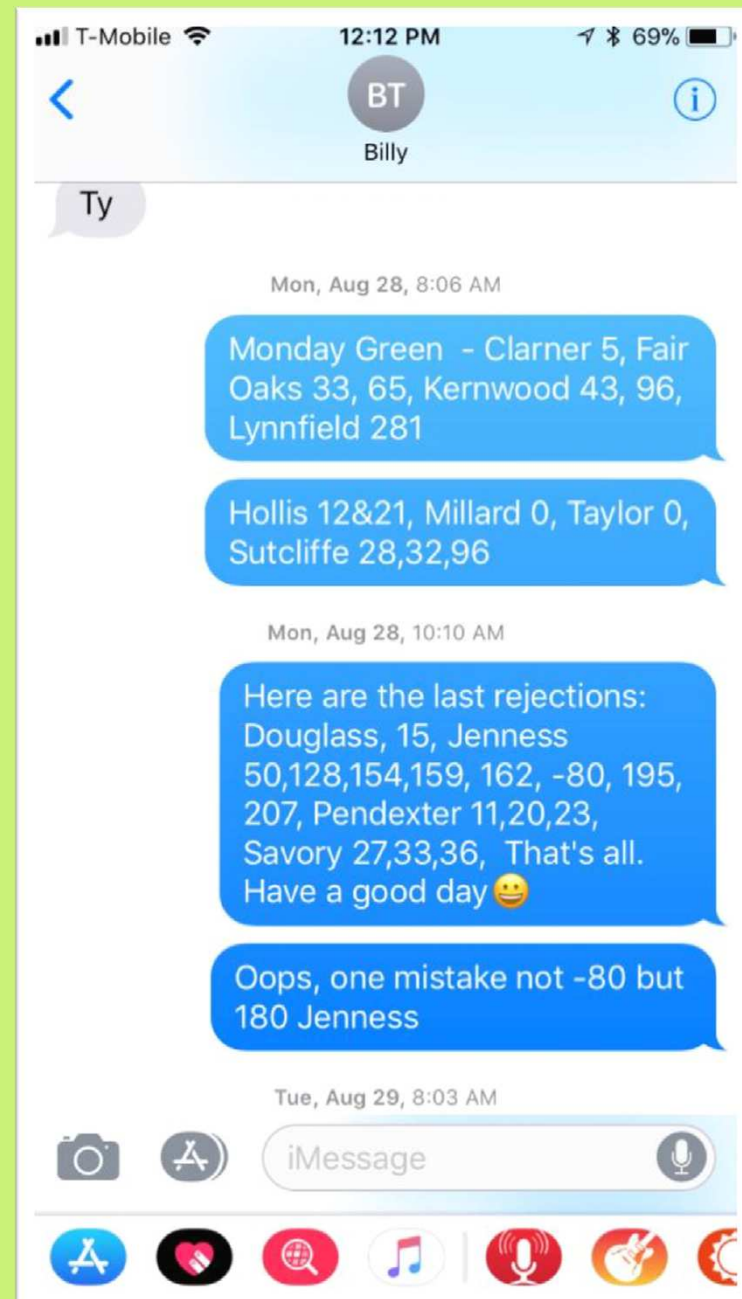
Thursday Blue Walklist 7-27-17

Unit 3	365	BOSTON ST		
Unit 1	339	BOSTON ST		B, T, U
Unit 2	339	BOSTON ST		
Unit 1	325	BOSTON ST		B, U
Unit 2	325	BOSTON ST		S, U
Unit 3	325	BOSTON ST		T, U
Unit 1	329	BOSTON ST		
Unit 2	329	BOSTON ST		
Unit 1	335	BOSTON ST		B, S, V, U, B, U
Unit 2	333	BOSTON ST		S, U, B, U
Unit 1	333	BOSTON ST		B, U
Unit 4	233	BOSTON ST		B, U
Unit 1	137	BOSTON ST		
Unit 2	137	BOSTON ST		B
Unit 1	137	BOSTON ST		
Unit 1	141	BOSTON ST		B, V
				B, S, V, U, B, U
Unit 2	343	BOSTON ST		
Unit 3	343	BOSTON ST		B, S, V, U
Unit 1	4	BLUANCH ST		B, T, U
Unit 2	4	BLUANCH ST		
Unit 1	4	BLUANCH ST		
Unit 2	4	BLUANCH ST		
Unit 3	4	BLUANCH ST		
	10	BLUANCH ST		
	31	BLUANCH ST		S, T, C, U
	31	BLUANCH ST		
	34	BLUANCH ST		
Unit 1	15	BLUANCH ST		O, U, O, S, B
Unit 2	15	BLUANCH ST		
Unit 3	15	BLUANCH ST		
Unit 1	15	BLUANCH ST		
Unit 1	17	BLUANCH ST		B, S, U, B, T, U
Unit 2	17	BLUANCH ST		B, S, U
Unit 1	18	BLUANCH ST		
Unit 2	18	BLUANCH ST		
Unit 1	18	BLUANCH ST		
Unit 1	20	BLUANCH ST		
Unit 1	20	BLUANCH ST		
Unit 3	20	BLUANCH ST		
	23	BLUANCH ST		B, S, B
	24	BLUANCH ST		
	24	BLUANCH ST		B, S, V, U

			29-Jun	13-Jul	27-Jul
Unit 1	231	BOSTON ST			
Unit 2	231	BOSTON ST			
Unit 3	231	BOSTON ST			
Unit 1	235	BOSTON ST			
Unit 2	235	BOSTON ST			
Unit 3	235	BOSTON ST			
Unit 1	239	BOSTON ST			
Unit 2	239	BOSTON ST			
Unit 3	239	BOSTON ST			
Unit 1	243	BOSTON ST	B, O, U		
Unit 2	243	BOSTON ST			
Unit 3	243	BOSTON ST			
Unit 1	246	BOSTON ST			
Unit 2	246	BOSTON ST			
Unit 1	247	BOSTON ST	B, U	B, O	
Unit 2	247	BOSTON ST	B, U		
Unit 3	247	BOSTON ST			
Unit 1	255	BOSTON ST		B, Y, O, U	
Unit 2	255	BOSTON ST		B, Y, U	
Unit 3	255	BOSTON ST			BOV

Unit 3	305	BOSTON ST			
Unit 1	319	BOSTON ST		B, Y, U	BYU
Unit 2	319	BOSTON ST			
Unit 1	325	BOSTON ST	B, U		B
Unit 2	325	BOSTON ST	S, U		
Unit 3	325	BOSTON ST	T, U		
Unit 1	329	BOSTON ST			
Unit 2	329	BOSTON ST			
Unit 1	333	BOSTON ST	B, S, Y, U	B, U	
Unit 2	333	BOSTON ST	S, U	B, U	
Unit 3	333	BOSTON ST		B, U	
Unit 4	333	BOSTON ST		B, U	
Unit 1	337	BOSTON ST			
Unit 2	337	BOSTON ST		B	
Unit 3	337	BOSTON ST			
Unit 1	341	BOSTON ST	B, Y		
Unit 2	341	BOSTON ST	B, S, Y, O, U		
Unit 3	341	BOSTON ST	B, O, Y, U		BYU
Unit 1	6	BULFINCH ST		B, Y, U	B/YO
Unit 2	6	BULFINCH ST			
Unit 1	9	BULFINCH ST			

Texts to Waste Management Route Supervisor



The Rejection List Report – to DPW Office & WM by 12 noon

			28-Jun	12-Jul	26-Jul	9-Aug	23-Aug	6-Sep	20-Sep	4-Oct
	26	BLOOMFIELD ST			B, Y, T					
Unit 1	9	BROOK ST								
Unit 2	9	BROOK ST								
	15	BROOK ST		O						B,U
	16	BROOK ST	O, Y							
Unit 1	20	BROOK ST								
Unit 2	20	BROOK ST								
	1	BROOKLINE AVE						B		
	2	BROOKLINE AVE		B				B, C, U		
	4	BROOKLINE AVE	B, Y			B, Y		B, Y, O, U		
	6	BROOKLINE AVE								
Unit 1	7	BROOKLINE AVE	B, Y, S, U	B, Y, O, U		B, Y, U				B,U
Unit 2	7	BROOKLINE AVE		B, Y, S, U						
Unit 1	8	BROOKLINE AVE								
Unit 2	9	BROOKLINE AVE								
	12	BROOKLINE AVE								
	13	BROOKLINE AVE	S							
	16	BROOKLINE AVE	B							
	17	BROOKLINE AVE			B, T, O					
	20	BROOKLINE AVE	B, Y							
	42	BROOKLINE AVE						B, C, O		
	47	BROOKLINE AVE		B, Y			B, Y, S			
	93	BROOKLINE AVE								
	61	BROOKLINE ST	C							
Unit 1	71	BROOKLINE ST							B, S, C, T, U	S,U
Unit 2	71	BROOKLINE ST								
	73	BROOKLINE ST	B, U	B, Y, U						
Unit 1	77	BROOKLINE ST	O, U	B, Y, O						
Unit 2	77	BROOKLINE ST								
	79	BROOKLINE ST		O						
	93	BROOKLINE ST		B, Y						
	97	BROOKLINE ST					B			
	101	BROOKLINE ST								
	107	BROOKLINE ST	S, Y		B, O	B, Y, O				

The Daily Results Email



Alisha Raby Cefalo <alisha.rabycefalo@goddard.edu>

Oct 5 ☆



to Lisa, Billy, me, Sharon, Andrew ▾

Hello everyone,

Today's route had 534 HH in one area. We got to all the carts we needed, thanks Billy! I finally figured out where some carts on Jones Terrace belonged to, and so added quite a few units there - to explain the jump in HH.

333 carts were set out, that is 62% of carts. We rejected 21 carts, giving us a big drop in rejection rate from 14% to 6%. Of those rejected, 12 were repeat offenders and we did 5 curbside interventions today.

Amazing day for the final Blue Thursday!

Alisha

THURSDAY BLUE STATISTICS								
	29-Jun	13-Jul	27-Jul	10-Aug	24-Aug	7-Sep	21-Sep	5-Oct
Total HHS	516	519	519	523	522	523	523	534
setouts	368	350	361	336	321	331	308	333
rejected	136	94	67	51	44	47	44	21
setout rate	71%	67%	70%	64%	61%	63%	59%	62%
rejected rate	37%	27%	19%	15%	14%	14%	14%	6%

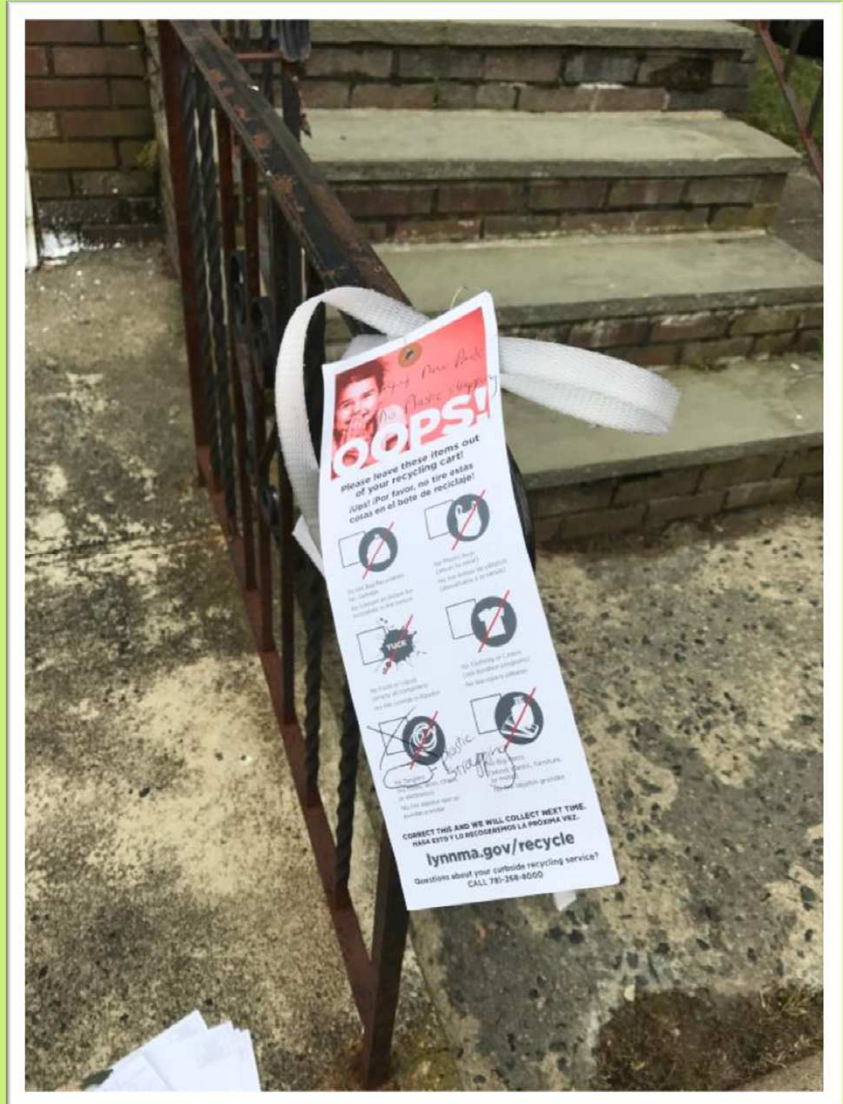
The Curbside Intervention

We worked with countless residents to clean up their carts before the trucks came in order to avoid an Oops tag.



The “Love Note”

The “love note” was an Oops tag with a contaminant tied to it and then hung on a door knob or railing of a residence. We left these because it was not worthy of a cart rejection but the resident was obviously still confused on what to leave out of the recycling cart



The Team



294 Letters to Property Owners of Multiple Ooops Tag Properties

Offers training for residents and a sample “recycling” rider for tenant leases

118 letters were sent out 3 weeks before the Recycling IQ Program ended. By the last week, only 18 of the carts at those properties were rejected. That's an 85% decline in rejected carts.



Lynn Lease Rider

SUGGESTED SAMPLE LANGUAGE [to be attached to the lease of the apartment]

City of Lynn, MA Recycling Notice

The City of Lynn has a mandatory residential recycling program that requires all residents to separate designated materials from the waste produced in their homes for recycling by a private trash hauler or for curbside recycling collection by the City contractor Waste Management.

Residential building owners/landlords with curbside collection Are responsible for notifying residents about trash and recycling requirements and that the tenant(s) must use the City of Lynn provided trash cart(s) and recycling cart(s) only.

Residents are required to keep the following designated materials separate from regular garbage and discard them in the City of Lynn provided 96-gallon recycle cart. (For more info on what to recycle go to www.cityoflynn.net)

WHAT TO RECYCLE: Paper & Cardboard + Metal, Glass, Plastics & Cartons (emptied, rinsed and dry)

Newspapers, magazines, catalogs, white and colored paper (staples OK), mail and envelopes (window envelopes OK), paper bags, wrapping paper, soft-cover books (paperbacks, comics, etc.; no spiral bindings).

Cardboard egg cartons and trays, smooth cardboard (food and shoes boxes, tubes, file folders, cardboard from product packaging), corrugated cardboard boxes.

Metal Food & Beverage Cans, tin, aluminum, steel food and beverage cans

Glass bottles & jars (and no other glass items).

Plastic Bottles & Containers, jars, jugs and tubs

Milk cartons & juice boxes (or any such cartons and aseptic packaging for drinks: ice tea, soy milk, soup, etc.).

WHAT NOT TO RECYCLE:

No food waste No plastic bags plastic wrap or film No foam cups or containers No Needles

CURBSIDE COLLECTION TRASH AND RECYCLING PROCEDURES

Trash must be bagged and then placed in the 64-gallon Trash Cart. LID MUST CLOSE. You can purchase special overflow bags for trash that does not fit in the Trash Cart. Go to www.cityoflynn.net for information on overflow bags. Trash is picked up weekly.

Recyclables go in the 96-gallon Recycling cart. LID MUST CLOSE. Recycling is collected every other week on the same day as the trash collection. The lid color of your recycling cart designates your collection week – green lids will be collected on the Green Weeks and blue lids will be collected on the Blue Weeks. Please see the collection schedule at www.cityoflynn.net. You do not need to sort your recyclables—Lynn has a single stream recycling system.

Please check all that apply:

- ☐ I have been given information about designated recyclable materials that must be kept separate from my trash.
- ☐ I know the location of the building's trash cart(s) and recycling cart(s) and the procedures for discarding designated recyclables.
- ☐ I understand that recycling requirements apply to all residents, housekeepers, guests, subtenants, homecare workers, and other visitors.

Occupant name(s): _____

Occupant signature(s): _____

Address: _____ **Apartment Number:** _____

Occupant: Keep one copy for your records

Bottom of Lease Rider (close-up)

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Occupant signature(s): _____

Address: _____ **Apartment Number:** _____

Preliminary Results of Property Owner Letters

Letters sent out 3 weeks before program end = 118

Last week of Program Contaminated carts
set out by properties in receipt of letters = 18

Decrease in contaminated carts = 85%

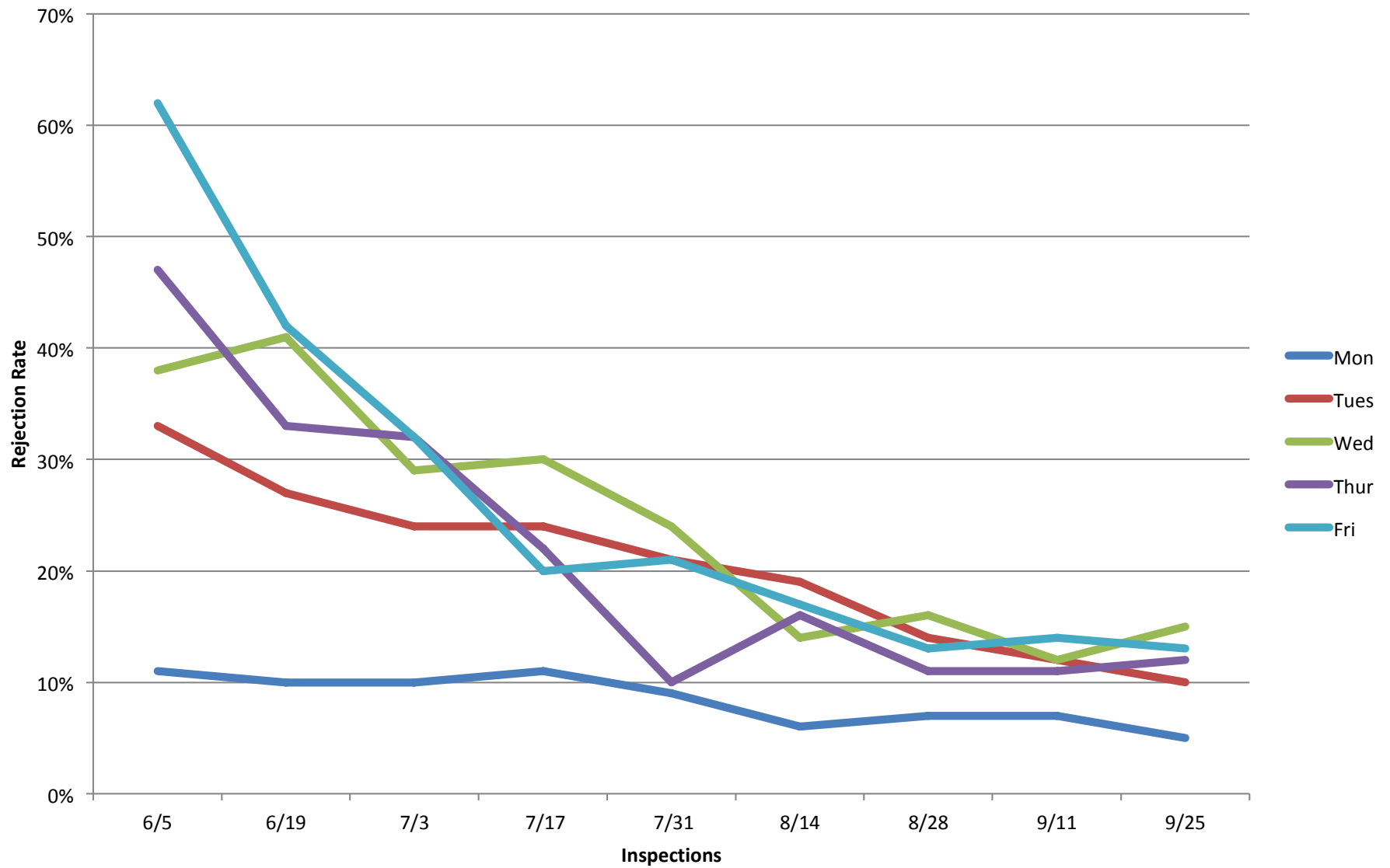
Overall Results for the Recycling IQ Program

Rejection Rate first week of Program = 31.6%

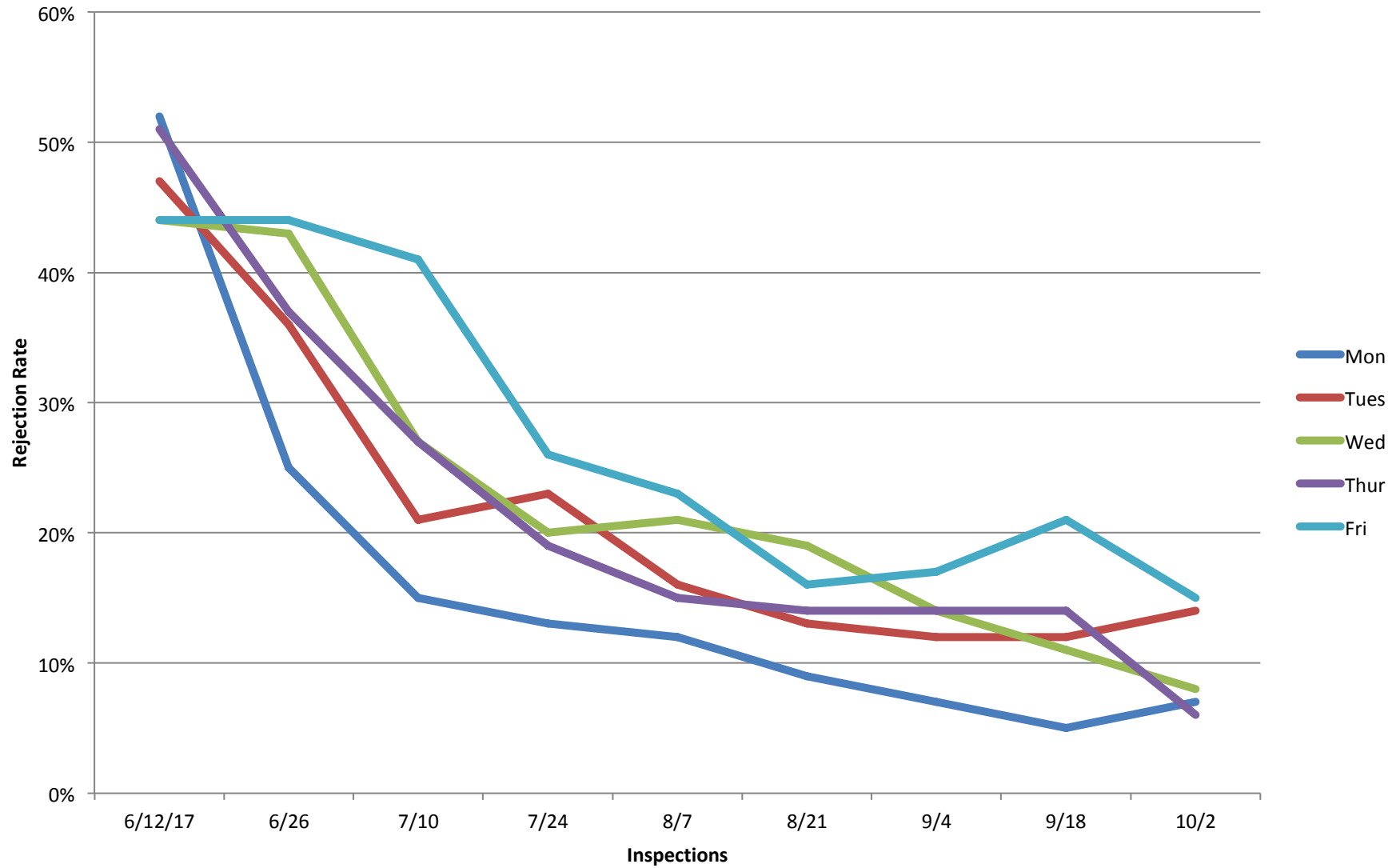
Rejection Rate last week of Program = 9.8%

Percentage Decrease in Rejections = 71.6%

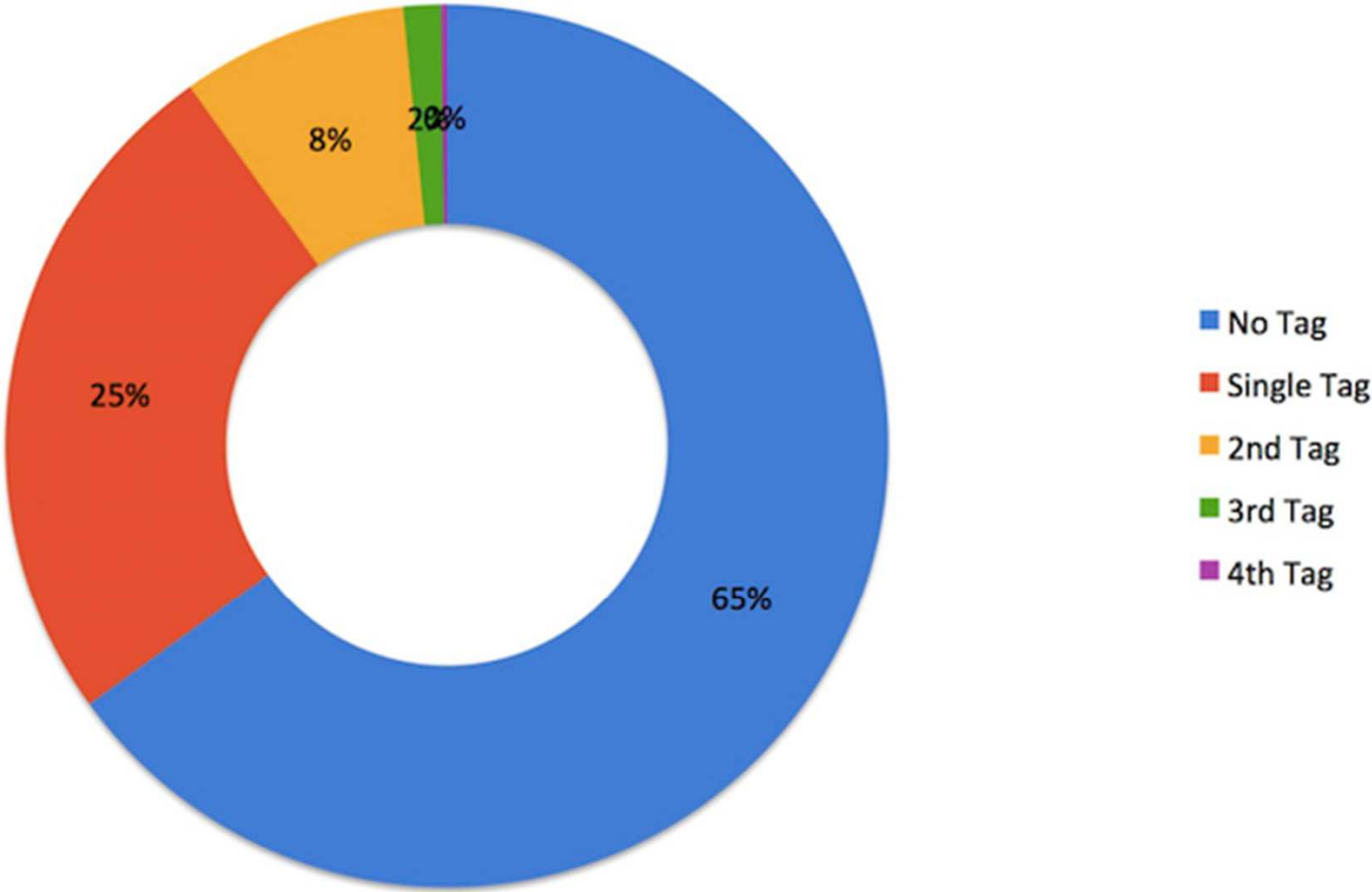
Recycling IQ Green Week Rejections



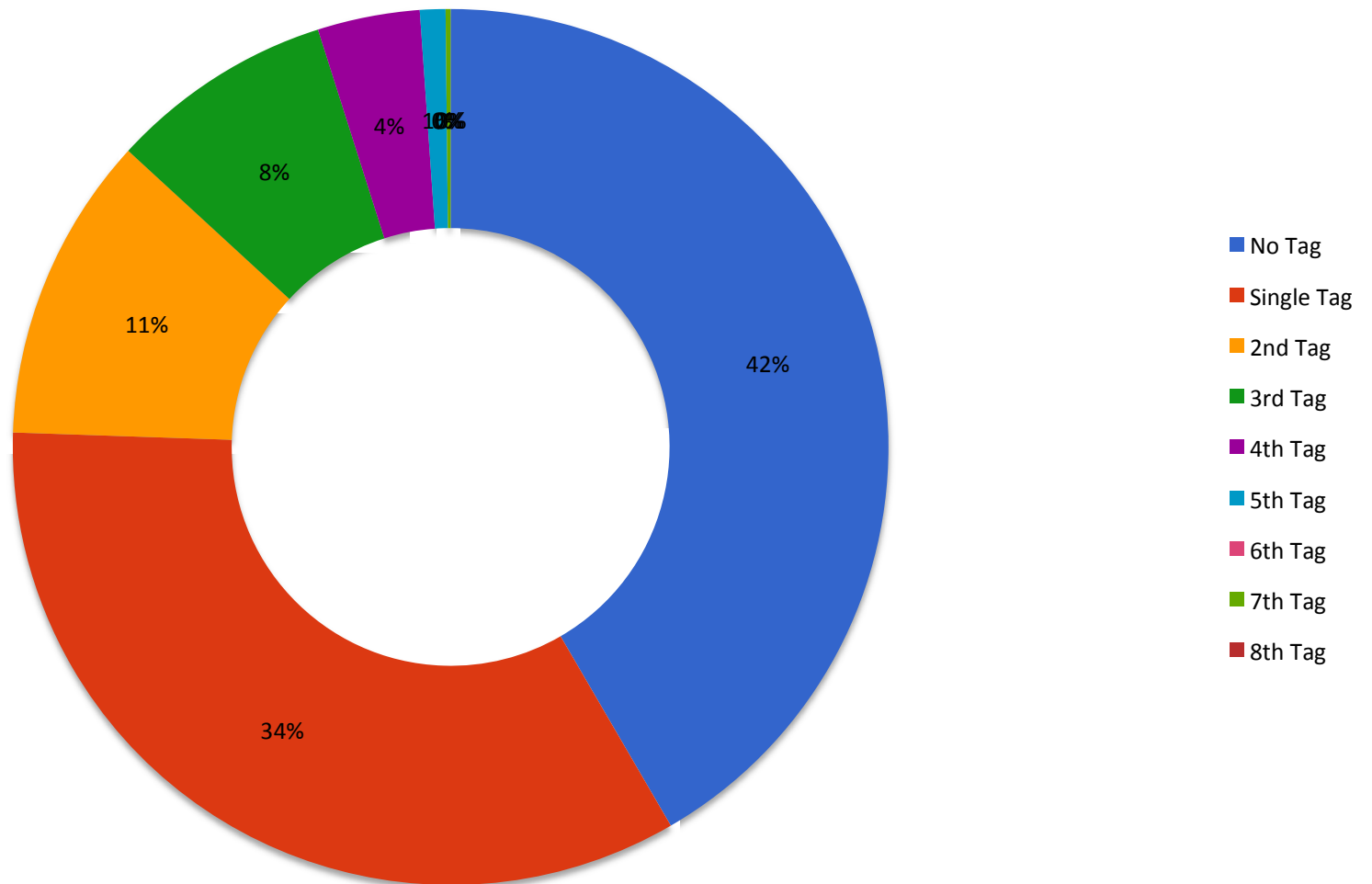
Recycling IQ Blue Week Rejections



Lynn Green Monday - All Rejections



Lynn Blue Wednesday - All Rejections



Adjacent Areas Blue - October

Blue Monday Adjacent					
STREET	HHS	SET OUT	REJECTED	SETOUT RATE	REJECT RATE
EUCLID	89	41	14	46.07%	34.15%
ROCKDALE	33	17	4	51.52%	23.53%
MAPLE	68	23	12	33.82%	52.17%

Blue Tuesday Adjacent					
STREET	HHS	SET OUT	REJECTED	SETOUT RATE	REJECT RATE
CHATHAM	133	22	4	16.54%	18.18%
OAKWOOD	42	22	7	52.38%	31.82%

Blue Wednesday Adjacent					
STREET	HHS	SET OUT	REJECTED	SETOUT RATE	REJECT RATE
SANDERSON	31	17	3	54.84%	17.65%
CHATHAM *	101	37	18	36.63%	48.65%
PARKER	22	13	1	59.09%	7.69%

Blue Thursday Adjacent					
STREET	HHS	SET OUT	REJECTED	SETOUT RATE	REJECT RATE
MOULTON	85	61	31	71.76%	50.82%
CEDAR	66	37	23	56.06%	62.16%

Blue Friday Adjacent					
STREET	HHS	SET OUT	REJECTED	SETOUT RATE	REJECT RATE
BROOKVALE	42	23	11	54.76%	47.83%
MALL	35	22	11	62.86%	50.00%
BARRETT CT	23	14	13	60.87%	92.86%

Lynn Tonnage Solid Waste & Recycling

June – September 2017

		2016				2017			% Change	% Change
	Trash	Recycle	Total	RCY %	Trash	Recycle	Total	RCY %	Trash	Recycle
JUN	2275.51	624.40	2899.91	21.5%	2307.35	665.75	2973.10	22.39%	1.4%	6.6%
JUL	2084.79	576.04	2660.83	21.6%	2201.86	549.39	2751.25	19.97%	5.6%	-4.6%
AUG	2207.71	609.41	2817.12	21.6%	2316.47	584.52	2900.99	20.15%	4.9%	-4.1%
SEP	2083.23	594.14	2677.37	22.2%	2154.95	537.79	2692.74	19.97%	3.4%	-9.5%

What Worked

- Contamination in the targeted areas decreased by 71.6%
- Comprehensive city-wide Recycling Education & Outreach
- Experiment with Property Owner (multi-family) Letters

Needs Improvement

- Better Communication with Hauler
 - Waste Audits
 - Holding trucks back while carts inspected
- Better enforcement year-round
 - Inspectional Services Division – perform enforcement
 - Add part-time, year-round Waste Reduction Coordinator

Questions – Where do we go from here?

- Did Recycling improve in Lynn?
- Did recycling volume go up, while weight went down?
(when liquids & trash were taken out of recycling)
- Do we enforce no recyclables in the trash?
- Do we communicate more with property owners?

○ Lynn's Recycling IQ

For more Information contact:

Julia Greene
Recycling Coordinator
Lynn Department of Public Works

Jgreene@Lynnma.gov